



MWR THEME OPERATIONS

September 2006

Welcome

The 2006 "Winning with MWR" Conference recently held in Louisville, Kentucky was a "grand slam" hit for the Army, as well as for MWR Theme Operations. Thanks to everyone who helped make this entire conference a huge success! In case you missed it, on Tuesday evening we showcased our Java Café kiosk unit at the "Games People Play" event. Our debut was extremely well received. Although it takes a lot of work to set up the kiosk for display purposes, our efforts didn't go unnoticed or unrewarded. Installation MWR professionals could see first hand how the Java Café kiosk concept could work in a variety of situations/locations. Java Café continues to be a big hit with MWR Directors and Business Managers alike. We have already received several requests to conduct feasibility studies at installations and bases around the world.

During the conference I had an opportunity to brief U.S. Coast Guard MWR personnel at the request of Mr. Gary Sheer, MWR Director for the Coast Guard. It was a pleasure to see and hear from these dedicated MWR professionals and experience their genuine support/enthusiasm for our program.

For those of you who attended the conference, I hope you took advantage of the excellent educational training sessions brought to you by the MWR Academy. Thanks again to all those who helped make the 2006 MWR Conference a resounding success.

On another note, we'll soon be sending many of you an "MWR Theme Operations" survey to fill out. This short survey will seek your opinions and help us quantify the value of various aspects of our program that we provide. We'll be sending this survey in a separate e-mail, so once you receive it, please fill it out, and return it to us.

As always, keep e-mailing us your ideas, thoughts and comments so we can continue sharing your insights with our growing family of MWR professionals. Wishing you all the best of success!

Roger Weger
Chief, Food Services Division

Upcoming Grand Openings

We currently have two scheduled Grand Openings Fort Dix, NJ (5 October-Java Café) and the Marine Corps Recruit Depot, Parris Island, SC (18 October-Java Café). Look for these stories and more in our November edition of *E-News*. (POC: Trace Kea (703) 681-5255 or e-mail: Trace.Kea@cfsc.army.mil)



Let's talk **PICKLE**, shall we?

PICKLE me this: What's green, bumpy, round & tasty?
A frog on the barbie!

Ok, bad joke.....kind of like bad service. It's no joking matter to you or your guests!

Last month I challenged each of you to ask the all-important question of your team members...that is: Why they think the guests come to their establishment?

If that ended up being an interesting exercise, it's probably because quite often our own team members have different ideas about why the guests patronize their own facility. The guests are usually on the same **PICKLE** page about why their spending time and money with us but with those who serve them that's not always the case! The trick is to get on the very same **PICKLE** page with our guests so we can then understand how to better serve them, remember?

Back to Unit 1. They thought they knew why the guests were coming (price), when in fact their **PICKLE** was the uniqueness of the menu items.....they sold Philly Cheese Steaks to be exact. Philly Cheese Steaks couldn't be found anywhere else in their competitive environment and the guests were clearly coming for that primary reason. They said so! Philly Cheese Steaks was Unit 1's all-important **PICKLE**, the true point-of-difference from their competitors and one in which a guest service program can be further tailored.

So, how do we go about that? Well, first and foremost we recognize that any good guest service training program will reinforce the positive aspects of their current operation. In a nutshell, we continue to do 'what we do best'. In the case of Unit 1 that means that as part of the training process, both the new trainees as well as those entrusted with training them understand the importance of what's bringing their guests in to begin with.....Philly Cheese Steaks! Naturally, we'll want that to continue building further upon that positive point-of-difference.

To do that, clearly state what your **PICKLE** is. For Unit 1, the manager and staff can now define their **PICKLE**.....theirs being Philly Cheese Steaks. Unit 1 can now rally behind that as their mantra from a training standpoint, potentially from a marketing and advertising standpoint as well. It's what they do well and everybody to include your team members and guests need to hear it, know it and speak it!

In Unit 1's guest service training program, they will drive home to all new team members how important Philly Cheese Steaks are to their success. That's their **PICKLE** and all new team members need to understand what their guests expect and what's expected of them!

Tune into next month's edition as we follow Unit 1 through the next step of the **PICKLE** process. Stay cool and remember, a **PICKLE** a day keeps the guests coming back for more! (POC: Brad Puterbaugh (703) 508-2593 or email: Brad.Puterbaugh@cfsc.army.mil)

“Strike Zone” Opens at the “Twin Oaks Bowling Center,” Fort Sill Oklahoma

On 23 August 2006 U.S. Army Community and Family Support Center (USACFSC), MWR Theme Operations personnel opened their 21st “Strike Zone” restaurant at the Twin Oaks Bowling Center,

located at Fort Sill, OK. This new “Strike Zone” replaces a previous run AAFES, A&W Root Beer fast food outlet.



Mr. Roger Weger presents Fort Sill Garrison Commander Col. Uberti the official Strike Zone Franchise Certificate

The Grand Opening ceremony began at 1600 hours with the Fort Sill Garrison Commander, Colonel John Uberti welcoming the approximate 100 guests in attendance. Ms. Brenda Spencer-Ragland, Director, of Community Activities, provided comments on the opening of the new “Strike Zone”. They thanked all those involved for their many hours of hard work given the project. Mr. Roger Weger, Chief, Food Services Division, USACFSC, presented Colonel Uberti the official “Strike Zone” franchise certificate. Following the presentation guests had an opportunity to view the new “Strike Zone” restaurant.

As part of the Grand Opening celebration “Strike Zone” team members provided guests with sampling of the menu’s many offerings to include: Primo’s delicious pizza, zesty flavored Buffalo wings, crispy chicken tenders and cool refreshing soft serve ice cream for dessert.

The Strike Zone renovation began in June 2006 at a total cost of \$50K. This renovation consisted of cosmetic changes to the 1,200 square feet area. New “Strike Zone” wall covering, large posters of selected menu items, and “Strike Zone” signage, have provided the facility a high energy look and feel, all components of the “Strike Zone” interior décor package.

Strike Zone hours of operation are: Monday through Thursday 1100-2130 hours, Friday 1100- 2400 hours, Saturday 0930-2400 hours, and Sunday 1200-2030 hours. POC: Roger Weger (703) 681-5224 or e-mail: Roger.Weger@cfsc.army.mil)

“Java Café/Primo’s Express” Opens at the “Impact Zone Brewery,” Fort Sill Oklahoma

On August 25, 2006, U.S. Army Community and Family Support Center (USACFSC), MWR Theme Operations personnel opened their 5th “Java Cafe” and the 3rd “Java Café” featuring “Primo’s Express” brand pizza, in the Impact Zone Brewery located at Fort Sill, OK. This new “Java Café/Primo’s Express” replaced a previously existing AAFES operated Godfather’s Pizza fast food outlet.

The Grand Opening commenced at 1130 hours with the Garrison Commander, Colonel John Uberti welcoming the approximately 200 guests. Ms. Brenda Spencer-Ragland, Director of Community Activities provided comments on the opening of the new “Java Café, that features the Starbucks “We Proudly Brew” coffee program. They thanked all those involved for their hard work in the successful completion of this project. Mr. Roger Weger, Chief, Food Services Division, USACFSC, presented Colonel Uberti with the official “Java Café” franchise certificate. Following the presentation, the Grand Opening ribbon guests had an opportunity to view the newly renovated “Java Café/Primo’s Express” restaurant.

As part of the Grand Opening celebration team members served guests samples of new “Java Café/Primo’s Express” menu offerings to include; Java Café hot/cold Signature Sandwiches, Primo’s delicious pizza, zesty chicken wings, crispy chicken tenders and of course Starbucks brewed coffee. Java’s Café’s own creations, Javaccino’ and fruit flavored Javaccino’s were also a hit with guests.

The renovation of these newest MWR Theme Operations began in June 2006, and was completed at a total cost of \$50K. This renovation project consisted of both cosmetic changes and equipment upgrades within the 2,000 square foot area. New “Java Cafe” wall decorations, photographs of selected menu items, and “Java Café/Primo’s Express” menu boards/signage, gave the facility a truly updated and inviting appearance.

Hours of operation are Monday-Thursday 0730-1900 hours, Friday 0730-2300 hours, Saturday 1100-2300 hours, and Sunday’s during the NFL season as well as for pay-per-view WWF events.

Special thanks to the CFSC opening team: Area Manager’s Jerry Simmons, Naomi Falsetto and Marco Rosa; Executive Chefs Barry Pinsky, Tony Marko, Roger Disbrow and Jon Bullard. Additionally special thanks to the remainder of the CFSC-BPF Support Team, the Southwest Region, and Fort Sill personnel who assisted in making this newest “Java Café/Primo’s Express” a reality for the many soldiers and their families stationed here. (POC: Roger Weger (703) 681-5224 or e-mail:

Roger.Weger@cfsc.army.mil)



The Winning Team!

L to R: Jerry Simmons, Naomi Falsetto, Barbara Brooks, Barbara Foley, Jackie McCleary, Ray Wagner, Roger Disbrow, Luvenia Caldwell, Donna Gay, Cassie Currey, Wendy Vidal, Treasure Kurzava, Jon Bullard, Marko Rosa

Getting Back to Basics: Cleaning and Sanitizing

Why is cleaning and sanitizing so important? First, if your establishment isn’t clean, people won’t want to eat there. Second, if it’s not sanitary, people can get sick. Learning how to properly clean and sanitize isn’t difficult. The key is remembering to do it consistently and thoroughly.

Cleaning versus Sanitizing:

There’s a big difference between cleaning and sanitizing. Cleaning removes food and other types of soil from a surface, such as a countertop or plate. Sanitizing reduces the number of microorganisms on that surface to safe levels. Sanitizing takes care of what you can’t see.

To be effective, cleaning and sanitizing must be a two-step process. Surfaces must first be cleaned and rinsed before being sanitized.

Keep cleaning and sanitizing cloths separate. If you mix them, the sanitizer won’t be effective and the surface won’t be properly cleaned and sanitized.

When to Clean and Sanitize:

Everything in your operation must be kept clean; but any surface that comes in contact with food must be cleaned and sanitized.

Surfaces that come in contact with food must be washed, rinsed, and sanitized:

1. Each time you use them.
2. When you're interrupted during a break.
3. When you begin working with another type of food.
4. As often as possible, but at least every four hours if you're using something constantly.

How to make sure that Sanitizers are Effective:

A sanitizer will be effective if you make sure that:

1. The water is the proper temperature.
2. You have the right amount, or concentration of sanitizer.
3. The item stays in contact with the sanitizer for the proper amount of time.

How to Clean and Sanitize in a Three-Compartment Sink:

- Step 1. Rinse, scrape, or soak all items.
- Step 2. Wash items in the first sink with hot water and detergent. Replace the water when the suds are gone or the water becomes dirty.
- Step 3. Rinse items in the second sink. Replace the water when it becomes cloudy or dirty.
- Step 4. Immerse items in the third sink. Check the time, temperature, and concentration requirements for the sanitizer you're using.

How to Store Cleaning Supplies:

Cleaning supplies and tools can contaminate food and equipment if not properly stored. Keep them away from food and utensils. Make sure containers are properly labeled.

Please remember, it's every team member's responsibility to ensure the safety of our guests. By following these simple cleaning and sanitation procedures, you'll assist your unit in meeting this critical goal. (POC: Anthony Marko (703) 681-3818 or e-mail: Anthony.Marko@cfsc.army.mil)

Test Your ServSafe Knowledge (See Page 7 for Answers)

1. A worker stops preparing food to use the restroom. They must first:
 - a) Wash hands.
 - b) Take off their hat.
 - c) Take off their apron and properly store it.
 - d) Change their uniform.
2. Food handlers should be restricted from working with or around food if they are experiencing which of the following symptoms?
 - a) Soreness, itching, fatigue.
 - b) Fever, vomiting, diarrhea.
 - c) Headache, irritability, thirsts.
 - d) Muscle cramps, insomnia, sweating.

3. An employee has a small cut on their finger and is about to prepare tuna salad, How should the employee's manager respond to the situation?
- a) Send employee home immediately.
 - b) Cover the hand with glove or finger cot.
 - c) Cover the cut with a clean bandage and a glove or finger cot.
 - d) Cover the cut with a clean bandage.

Special Events

Fantasy Football 2006

Fantasy Football 2006 kicked off on August 15th with the launch of the fantasy football game on the fantasy sports machine kiosk. Locations that are playing in this year's fantasy football promotion will receive local prizes and promotional materials to help support their league. Customers won't fumble around once they hear about the great Army network prizes that are awarded weekly; iPods, portable DVD players, PSP games and more. Installations that have a fantasy sports machine are encouraged to use their fantasy sports machine administrative features which allow them to print a coupon to bring repeat business back to their food operation or bar. The process is quick and easy, and can deliver bottom line results if used properly. To find out more about the 2006 Fantasy Football promotion log onto www.mwrpromotions.org to view the guide book and official rules. (POC: Kristen Kea (703) 428-6119 or e-mail: Kristen.Kea@cfsc.army.mil)



The Games People Play Event a Big Hit

Here's some follow-up information for those of you that attended the MWR Conference in Louisville and attended the Tuesday night special event "The Games People Play". One of the areas allowed guests at the event to tie-die shirts with a spray on paint. Many of you asked about the vendor and where you can get the product. The product is called Simply Spray; you can contact them at 1-800-261-4772 or www.simplyspray.com. The company will direct you to a retailer near you. Those of you who had your toe tapping and asked about the band "Here Comes the Mummies", contact Scott Radosevich at Army Entertainment to find out how you can book them at your next event. (POC: Scott Radosevich (703) 806-3494 or email: Scott.Radosevich@cfsc.army.mil)

For more information about these promotions and upcoming promotions from Events Division, check out www.mwrpromotions.com.

New Promotion for September Available Online



Out with the old and in with the new on September 1st. MWR Theme Operations will launch its new seasonal promotion featuring two completely new kinds of specials. Sandwich units will offer the Blue Water Tuna Steak sandwich that features a thick slice of tuna steak topped with a zesty sauce of wasabi-mayo, fresh tomatoes and lettuce. The pizza circuit will headline the Mighty Meaty Calzone—an all meat pizza rolled into a deliciously hearty handful.

The Tuna Steak Sandwich is an excellent product—a thick slice of tuna with a firm, meaty texture. Its low-fat profile makes it a delicious option to burgers or chicken sandwiches. Like last season's Popcorn Shrimp, the tuna steak may be a completely new experience for some guests and might require some suggestive selling by your team members. And, like the Popcorn Shrimp, the tuna steak is versatile---guests can also enjoy their tuna steak as a Tuna Salad! Try cooking up a few steaks and offer bite-size samples to your guests to help them decide to buy one.



If the Mighty Meaty Calzone recipe sounds familiar to managers, it's no surprise. We've taken one of our best sellers, the Pig Pie Pizza recipe, and rolled it into a whole new shape. It may look like a tried-and-true old favorite to you but, to your meat-loving guests, it's all-new and AWESOME BABY! The calzone is a single-serving size and will therefore be an attractive choice to guests who simply want a slice of pizza. Ask your servers to up-sell the calzone to everyone who orders a slice and be sure to tell them that it only takes a few minutes to cook-up a hot and fresh Meaty Calzone!

The recipes and marketing information, camera-ready graphic layouts for the full color posters and the black and white print ads can be easily downloaded from our website. Here's how to get the hi-resolution layouts:

1. www.prafulfillment.com
2. Click Client Access
3. User Name: MWR
Password: Marketing
4. Click "Theme Ops Downloads" (left side grey column)
5. Place cursor over picture and click it to download

*** PC Users will be asked to OPEN or SAVE. Click SAVE.

*** Mac users will probably see the file appear as a web page type of window. Simply save the file to your hard drive. (POC: Sharon Bertschi (703) 508-5894 or email: Sharon.Bertschi@cfsc.army.mil)

Anniversaries

- 22 September 2005 – Strike Zone, Fort Story, VA celebrate their 1 year anniversary
- 21 September 2004 – Strike Zone, Taegu, Korea celebrate their 2 year anniversary
- 1 September 2004 – Strike Zone, Fort Leonard Wood, MO celebrate their 2 year anniversary
- 26 September 2003 – Strike Zone, Katterbach, Germany celebrate their 3 year anniversary
- 30 September 1999 – Mulligan's, Fort Shafter, HI celebrate their 7 year anniversary
- 20 September 1999 – Reggie's Express, Fort Irwin, CA celebrate their 7 year anniversary
- 17 September 1999 – Primo's Express, Fort Bragg, NC celebrate their 7 year anniversary
- 17 September 1999 – Sports USA, Fort Bragg, NC celebrate their 7 year anniversary

Answers to ServSafe Questions

1. c)
2. b)
3. c)

Closing Thought

"A good leader is a person who takes a little more than his share of the blame and a little less than his share of the credit"...John C. Maxwell



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